

PHILIP MORRIS

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100 PARK AVENUE, NEW YORK, N.Y. 10017

JOSEPH F. CULLMAN, 3RD
CHAIRMAN OF THE BOARD

March 20, 1970

Mr. William B. Lewis, Chairman of the Board
American Cancer Society
219 East 42nd Street
New York, New York 10017

Dear Mr. Lewis:

I have your letter of March 12, 1970. I am greatly disappointed that the American Cancer Society has refused to permit the impartial review of the Auerbach-Hammond data which I requested in my letter of February 27. Since the Society has called upon the cigarette industry to reassess its policies in light of the findings, it is only fair and proper for the Society to permit us to have those findings evaluated by independent experts—and immediately.

You will recall that I propose to nominate as reviewers several well-known scientists highly qualified in the fields of experimental work, tumor pathology and lung diseases. They will all be subject to your rejection for good cause.

Your reasons for denying my request, as I understand them from your letter, are that the formal papers will be published in the very near future and that a study of them will satisfy any scientific or other questions regarding the findings. I do not find these reasons for denying my request at all convincing.

First, publication in a scientific journal will not occur until many months after the Waldorf-Astoria press conference of February 5.

Second, the American Cancer Society at that press conference made serious allegations against this industry and its products. The Society said in its press release that the Auerbach-Hammond findings "should have a significant impact on the smoking of cigarettes in this country, and will probably lead to a reassessment of advertising claims and policies of the cigarette industry." These findings have been widely publicized in newspapers and the medical press. How can the Cancer Society say that serious analysis of the work must be delayed until formal publication!

Finally, the published papers cannot satisfy questions about such matters as the proper interpretation of the pathologic material, the allegation that cigarette smoke produced various effects in the dogs, the validity and adequacy of the experimental design and procedure, and in general whether, as you assert, the experiment "meets the highest traditions and protocol of scientific investigation." These matters can only be resolved by examination of the pertinent data and material.

If the Cancer Society does not accede to my request, we plan to use every means at our disposal to see to it that the medical and lay public are made aware of our respective positions in this matter. Furthermore, we intend to continue to press our request for exposure of this experiment to impartial scientific scrutiny by qualified experts in the manner suggested. If the Cancer Society continues to deny access to the work, I believe this will serve as convincing evidence to the public, lay and scientific, that the Auerbach-Hammond data will not support the allegations made at the Society's Waldorf-Astoria conference.

Yours very truly,



Joseph F. Cullman, 3rd
Chairman of the Executive Committee
The Tobacco Institute, Inc.

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